Claims

What is claimed is:

1.   A method for updating a user profile indicating preferences of a user, comprising the steps of:

obtaining a third party selection history indicating items that are selected by at least one third party;

partitioning said third party selection history into clusters of items;

receiving a selection from said user of at least one of said clusters; and

updating said user profile with items from said at least one selected cluster.

2.   The method of claim 1, further comprising the step of recommending items based on said user profile.

3.   The method of claim 1, further comprising the step of assigning a label to each of said clusters.

4.   The method of claim 3, wherein said users selects said at least one cluster based on said assigned labels.

5.   The method of claim 1, wherein said partitioning step further comprises the step of employing a k-means clustering routine.

6.   The method of claim 1, wherein said user profile indicates viewing preferences of said user.

7.   The method of claim 1, wherein said items are programs.

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8.   The method of claim 1, wherein said items are content.

9.   The method of claim 1, wherein said items are products.

5   10.   A method for recommending one or more available items
    to a user, comprising the steps of:
        providing a clustered third party selection history to
    a user, said selection history indicating items that are selected
    by at least one third party, each of said clusters including
10 similar items;
        receiving a selection from said user of at least one of
    said clusters; and
        recommending items based on said selected clusters.

15 11.   The method of claim 10, wherein each of said clusters
    have a label describing said cluster.

    12.   The method of claim 10, further comprising the step of
    updating a user profile with items from said at least one
20 selected cluster.

    13.   The method of claim 12, wherein said user profile
    indicates viewing preferences of said user.

25 14.   The method of claim 10, wherein said items are
    programs.

    15.   The method of claim 10, wherein said items are content.

30 16.   The method of claim 10, wherein said items are
    products.

17.   The method of claim 10, wherein said providing step further comprises the steps of:

obtaining a third party selection history indicating items that are selected by at least one third party; and

5   partitioning said third party selection history into clusters of items.

18.   A system for updating a user profile indicating preferences of a user, comprising:

10   a memory for storing computer readable code; and

a processor operatively coupled to said memory, said processor configured to:

obtain a third party selection history indicating items that are selected by at least one third party;

15   partition said third party selection history into clusters of items;

receive a selection from said user of at least one of said clusters; and

update said user profile with items from said at least 20   one selected cluster.

19.   A system for recommending one or more available items to a user, comprising:

a memory for storing computer readable code; and

25   a processor operatively coupled to said memory, said processor configured to:

provide a clustered third party selection history to a user, said selection history indicating items that are selected by at least one third party, each of said clusters including 30   similar items;

receive a selection from said user of at least one of said clusters; and

recommend items based on said selected clusters.

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20.   An article of manufacture for updating a user profile indicating preferences of a user, comprising:

      a computer readable medium having computer readable code means embodied thereon, said computer readable program code means comprising:

      a step to obtain a third party selection history indicating items that are selected by at least one third party;

      a step to partition said third party selection history into clusters of items;

      a step to receive a selection from said user of at least one of said clusters; and

      a step to update said user profile with items from said at least one selected cluster.

21.   An article of manufacture recommending one or more available items to a user, comprising:

      a computer readable medium having computer readable code means embodied thereon, said computer readable program code means comprising:

      a step to provide a clustered third party selection history to a user, said selection history indicating items that are selected by at least one third party, each of said clusters including similar items;

      a step to receive a selection from said user of at least one of said clusters; and

      a step to recommend items based on said selected clusters.